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Memorandum

To: Glen Markegard, Julie Farnham
From: William C. Griffith
Date: June 17, 2014
Re: Proposed Sign Ordinance Text Amendment: City of Bloomington
Our File: #27,171-02

The following proposed amendments to Chapter 19, Article X of the Bloomington Zoning Code would allow the proposed MOA Phase IC Signage Package. The proposed language would provide significant flexibility for a comprehensive and iconic master sign plan. We have made significant revisions, since our previously discussed iterations, to reflect comments and concerns from City staff that were expressed in our recent meetings.

Section 19.104. DEFINITIONS

The following definitions and amendments would allow additional types of signage to be approved as part of an integrated comprehensive master sign plan:

Arts and Entertainment Graphic Signs – a wall graphic that displays images or text pertaining to arts or events and exhibits on-premises.

On-Premises Advertising Graphic Signs – a wall graphic sign advertising or identifying a product, service, brand, business or activity sold, located or conducted on-premises, including on-premises events or activities.

Wall graphic - a graphic image attached to an exterior building wall or window that displays static images with no more than 25-percent of the graphic area comprised of text or logos. Wall graphics may be illuminated internally or externally but are not electronic signs.

Section 19.115. CLASS VI SIGN DISTRICTS (CX-2, CO-2).

The following amendments would allow for an increased amount of flexibility in the type, size, and location of signage in the CX-2 District, which would give the Mall a vibrant and continuously dynamic appearance and environment, while still providing the City with oversight of the comprehensive master sign plan.

Monument Signage

The following proposed modification to Section 19.115(a)(1)(ii)(bb) would be necessary to permit the proposed iconic Mall of America monument sign:

(bb) **Monument Signs.** No part of the sign face or the sign support structure of a monument sign shall be more than ~~fifteen (15)~~ twenty (20) feet above final grade, subject to the provisions of Section 19.108(c), "Sign Characteristics - Grade Mounding".

Major Tenant and Restaurant Signage

The following amendments to Section 19.115(b)(2)(D) would allow increased visibility for major retail or restaurant tenants of 5,000 square feet or more where those tenants have either a glazed exterior façade, an exterior public entrance, or exterior access to a skyway connecting to the parking ramps:

(D) **Tenants and use signs:** Exterior signs are allowed for mixed use center tenants and other uses in the CX-2 District as follows:

(ii) **Retail Ttenants and uses between ten thousand (10,000) five thousand (5,000) and one hundred fifty thousand (150,000) square feet:** Building identification signs are allowed for tenants ~~located in or partially within a platted anchor lot or having~~ that have at least one of the following characteristics: ~~one (1) a ground level exterior public entrance; a glazed exterior façade contiguous to the premises with views of the exterior; or a direct access to a skyway connecting the parking ramps with the m~~all of America.

...

(iii) **Restaurant uses greater than five thousand (5,000) square feet:** Building identification signs are allowed for individual restaurant tenants ~~having~~ that have at least one of the following characteristics: ~~one (1) an exterior public entrance; a glazed exterior façade contiguous to the premises with views of the exterior; or a direct access to a skyway connecting the parking ramps with the~~Mall of America.

Increased Flexibility Through a Master Sign Plan

The following language would create a new Section 19.115(b)(2)(E) to allow a dynamic and comprehensive master sign plan that consists of an approved general sign plan with locations, sizes, and types, but with sign content displayed for a minimum duration of (1) month. The master sign plan would allow increased signage sizes and types as approved by the City Council as an amendment to the Final Development Plan. The draft language includes a purpose statement, procedural requirements, and findings per staff's comments.

(E) Mixed use center comprehensive master sign plan.

(i) **Purpose:** The City Council finds that in order to encourage an iconic, dynamic, and vibrant environment that is unique and representative of a world-class shopping destination, while also allowing for a public benefit and the general welfare of the community, the mixed use center shall be allowed additional signage as part of a comprehensive signage concept pursuant

to an approved master sign plan that allows flexibility in administration of the sign code. Therefore, the following special provisions shall govern such signage in the mixed use center:

(ii) **Standards:** All signs in a master sign plan shall conform to the requirements of Section 19.115, unless otherwise approved by the City Council. Variations of the sign requirements, as well as the number, location, and size of additional signage must be approved as a comprehensive master sign plan subject to the requirements of Section 19.38.01.

(iii) **Procedure:** A master sign plan shall be approved as an amendment to a Final Development Plan, subject to the requirements for review and approval of Section 21.501.03.

(aa) Revisions to an approved master sign plan shall be reviewed as major or minor revisions subject to Section 21.501.03.

(iv) **Findings:** In addition to the findings required for the adoption of a Final Development Plan (see City Code Section 21.501.03), the following findings must be made prior to the approval of a master sign plan:

(aa) the master sign plan achieves a balance of sign types, heights, and sizes that will not lead to sign clutter or be detrimental to the public health, safety and welfare;

(bb) the permanent features of the signs in the master sign plan, including illumination, support structure, color, lettering, height, and location, shall be designed to be complimentary to the architecture and architectural features of the building, as applicable;

(cc) the master sign plan includes a balance of sign types that achieves both the commercial needs of the mixed use center, as well as a public benefit;

(dd) the master sign plan is representative of a world-class commercial and recreational destination.

(v) **Variable use of signage:** Subject to the approved master sign plan, the property owner or representative shall have the authority to change the sign content, but not type, without additional approvals or permits subject to the following requirements:

(aa) all signage must be displayed for a minimum duration of one (1) month;

(bb) internal and external illumination is permitted.

(vi) **Types of additional signage permitted in master sign plan:** The following types of signage shall be permitted as part of an approved master sign plan:

(aa) any type of signage otherwise permitted in any sign district under this Article;

(bb) arts and entertainment graphic signs; or

(cc) on-premises advertising graphic signs.

SEC. 19.38.01. PLANNED DEVELOPMENT (PD) OVERLAY DISTRICTS.

The proposed amendment to Section 19.38.01(c)(6) would be required to allow deviations from the sign requirements of Article X, subject to the master sign plan where approved as part of the final development plan.

(D) In Class VI sign districts, a master sign plan may be approved for a mixed use center to permit additional size, area, and types of allowed signage subject to Section 19.115(b)(2)(E).

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